## **Major Investments like credit cards.**

The banks must invest some money. They risk a lot of money. When people swipe, they must have the money to pay the vendors.

### **Consumer based economy money must move hands to make more money than is available.**

1. what ware part risk
2. What is the value what will I get from the product because nobody knows how many customers, they will get with a new credit card they released yesterday. It takes a lot of demographics to figure out what people are more susceptible to spending the most amount of money. People who do not have huge commitments like homes are usually the ones who spend the most money on products. AI can be used to determine the amount of people that will buy a new product like market forecasting.

## **The market risk & return.**

use case always been an avenue for money ai can help third ai can generate that ai is the consultation to the CEO's for making more money that is a pipedream and that's where ai needs to get to become a money-making machine.

For any business they do market analysis Capital Structure choices

4th one What are the new strategic locations to open banks.

1. they want ai to help them with fin planning so its automated
2. increase to broad scopes of money with various diff products

## **Ethical AI practices.**

1. fairness and managing biases
   1. ML problems created by ai in training data and even with unfair treatment due to demographic information collected by the banks that reprieves some populations.
2. regulatory ambiguities they want ethical and legal frameworks using ai that's because ai can lead to pose vulnerabilities
3. problems created by ai in training data

AI systems cannot favor one person over another that is why it is especially important to have them in every industry because that is inescapable

card usage data is fed to push promotions that secretly deals with vendors and through tracking they which they buy from your bank they sell you some very enticing offers same with insurance as they care and keep track of your cars info which they can then sell to bank to negate auto loans because of things like accidents, losses, too many claims, and that is gathered from card usage kind of like a cyclical door which then creates an inherent bias within the generative AI which would make this a bad use of data i.e. abusing the power they have.

Two types

1. demographics can lead to biases for certain population
2. card usage data wrong predicts or undesirable outcomes AI problems
3. wrong decision making and its unverifiable as it is making it impossible to know the veracity
4. AI has created the greatest number of data breaches in recent times

reasons how many is percent ai cost or due to cloud or due to virtualization and what are the new safeguards for that issue